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Travel the
ROYAL ROAD TO RICHES
with a Regal Family

FRAGILE

DO NOT CRUSH
From
FLOWERS OF HAWAII, Ltd.

2016 WILSHIRE BLVD.
LOS ANGELES 5, CALIFORNIA

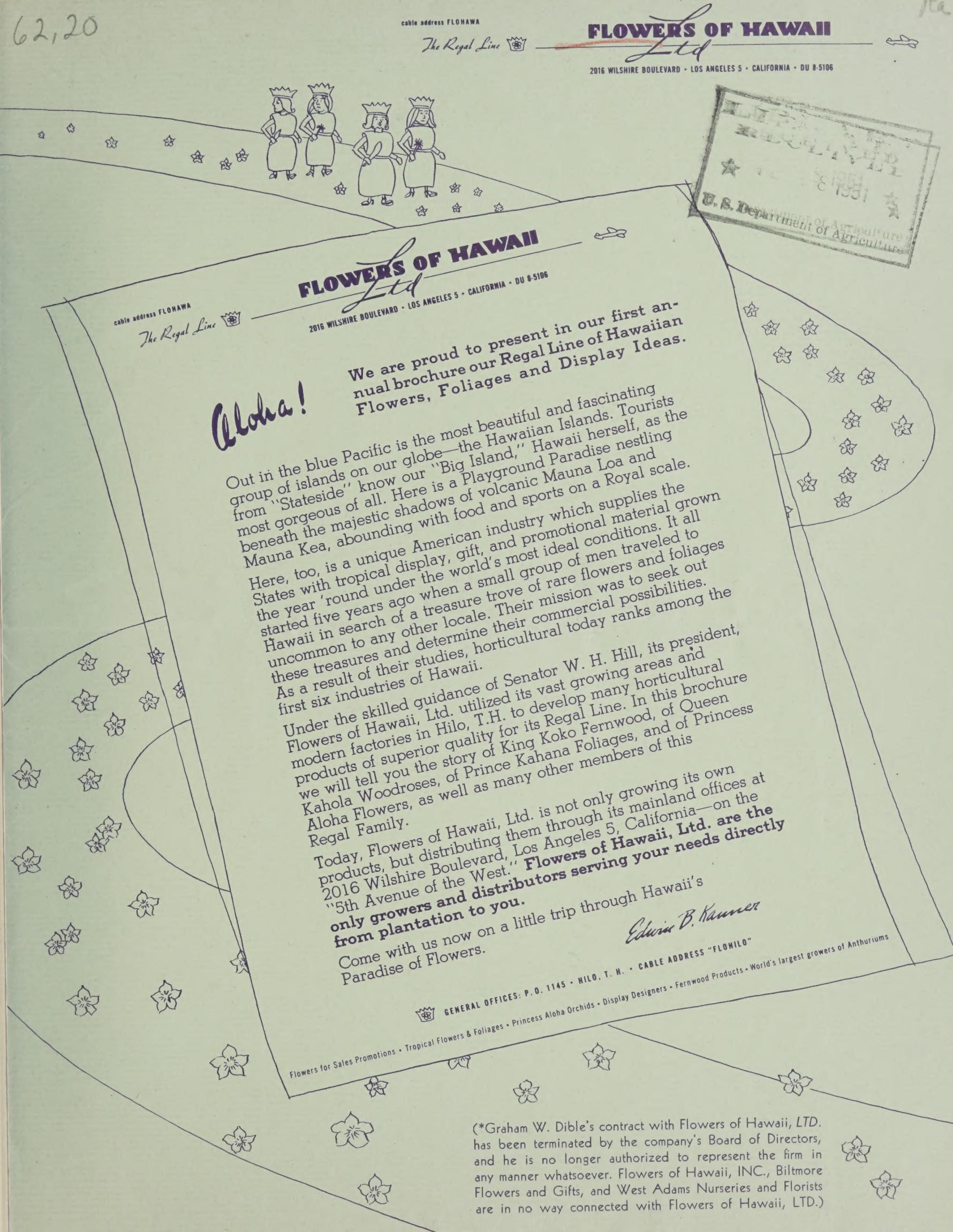
TO _____

ON _____ VALUE _____
PERISHABLE } KEEP FROM
HEAT AND COLD

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cable address FLOWHAWA

The Regal Line

FLOWERS OF HAWAII
Ltd

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 8-5106

U. S. Department of Agriculture

FLOWERS OF HAWAII
Ltd

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 8-5106

Aloha!

We are proud to present in our first annual brochure our Regal Line of Hawaiian Flowers, Foliages and Display Ideas.

Out in the blue Pacific is the most beautiful and fascinating group of islands on our globe—the Hawaiian Islands. Tourists from "Stateside" know our "Big Island," Hawaii herself, as the most gorgeous of all. Here is a Playground Paradise nesting beneath the majestic shadows of volcanic Mauna Loa and Mauna Kea, abounding with food and sports on a Royal scale.

Here, too, is a unique American industry which supplies the States with tropical display, gift, and promotional material grown the year 'round under the world's most ideal conditions. It all started five years ago when a small group of men traveled to Hawaii in search of a treasure trove of rare flowers and foliages uncommon to any other locale. Their mission was to seek out these treasures and determine their commercial possibilities. As a result of their studies, horticultural today ranks among the first six industries of Hawaii.

Under the skilled guidance of Senator W. H. Hill, its president, Flowers of Hawaii, Ltd. utilized its vast growing areas and modern factories in Hilo, T.H. to develop many horticultural products of superior quality for its Regal Line. In this brochure we will tell you the story of King Koko Fernwood, of Queen Kahola Woodroses, of Prince Kahana Foliages, and of Princess Aloha Flowers, as well as many other members of this Regal Family.

Today, Flowers of Hawaii, Ltd. is not only growing its own products, but distributing them through its mainland offices at 2016 Wilshire Boulevard, Los Angeles 5, California—on the "5th Avenue of the West." Flowers of Hawaii, Ltd. are the **only growers and distributors serving your needs directly from plantation to you.**

Come with us now on a little trip through Hawaii's Paradise of Flowers.

Edwin B. Kauner

GENERAL OFFICES: P.O. 1145 • HILO, T. H. • CABLE ADDRESS "FLOHILO"

Flowers for Sales Promotions • Tropical Flowers & Foliages • Princess Aloha Orchids • Display Designers • Fernwood Products • World's largest growers of Anthuriums

(*Graham W. Dible's contract with Flowers of Hawaii, LTD. has been terminated by the company's Board of Directors, and he is no longer authorized to represent the firm in any manner whatsoever. Flowers of Hawaii, INC., Biltmore Flowers and Gifts, and West Adams Nurseries and Florists are in no way connected with Flowers of Hawaii, LTD.)

PRINCE KAHANA FOLIAGES

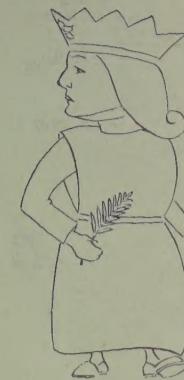
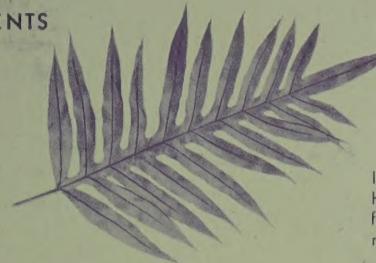
Create an Exotic Experience in Floral Arrangements—
a New and Fresh Achievement for the Western World

CONSULT ORDER BLANK FOR ASSORTMENTS



CROTON LEAVES

Known as the most vividly colored leaf for its size. The many different hues are striking in eye-catching appeal.



STAG HORN FERNS

Its heavy texture and wiry stem make Stag Horn Fern the hardiest of the Hawaiian ferns. It is particularly ideal for long-life needs.



COLORFUL VARIEGATED TI LEAVES

Brilliantly colored variegated leaves. They are among the most beautiful and useful of all Hawaiian foliages for decorations.



HAWAIIAN LYCOPODUM

For light, airy arrangements, choose this long-stemmed, spike-type foliage. The effect is definitely very dainty in appearance.



RED TI LEAVES

A fascinating red leaf similar in size to the variegated variety. Slight traces of green lend an air of distinction to all settings using it.



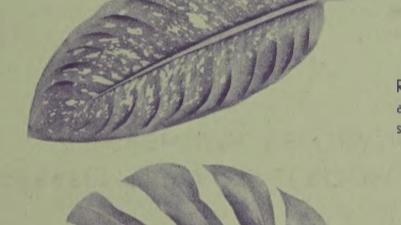
POTHOS LEAVES

A long lasting foliage found around the huge trees of Hawaii. Slight variegations lend an interesting atmosphere.



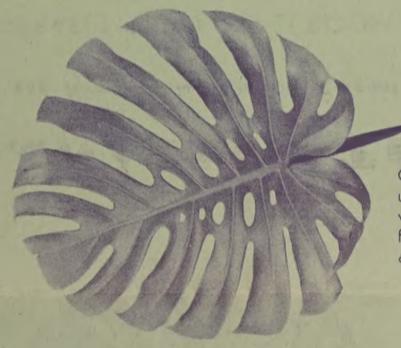
GREEN SATIN TI LEAVES

The most famous and widely used leaf of the Islands. Also used for cooking (Luau) and all-around decorative effects.



PICTI LEAVES

Rich, cream-colored variegations featured on a stunning dark green beauty. Very rare, since only a few leaves a year are produced.



MONESTERA LEAVES

Outstanding contribution from a land of many unique foliages. Only massive Hawaiian leaf with natural holes in the foliage. Excellent for use where long life is essential to display arrangements.

HAWAIIAN TI PALMS

Strange and Remarkable Creations Emanating an Aura of the Tropics

A PERFECT STORE, BALLROOM, WEDDING, OR CONVENTION DECORATION

Nearly two hundred stores and florists the nation over, the greatest names in retailing, have switched from artificial flowers and foliage plants to live, brilliant-hued flowers and real green foliage for display purposes.

Why? Because Flowers of Hawaii, Ltd. has dramatically overcome old objections to live display. Flowers of Hawaii, Ltd. have brought cost down to a point comparing favorably with artificial devices. Flowers of Hawaii, Ltd. has developed life expectancy to such a remarkable degree that it challenges the permanency of artificial aids.

Now, use colorful, natural settings for your merchandise, parties, weddings, conventions, and lobbies. Hawaiian themes are not essential, for these rare and unusual flowers and foliages make superb background material for Holiday, Summer, Resort, Cruise, South American, as well as Pacific themes.

A new basic part of the foliage display decoration is the Ti Palm Tree. This consists of a simulated Palm trunk with mossed head. To this are added Green Satin Ti Leaves. Green Satin Ti Leaves come with double steel picks for easy insertion into the moss head on the Ti Palm. Each head uses between 50 and 95 leaves. The assembly is started at the top of the tree and worked downward until desired fullness is attained.

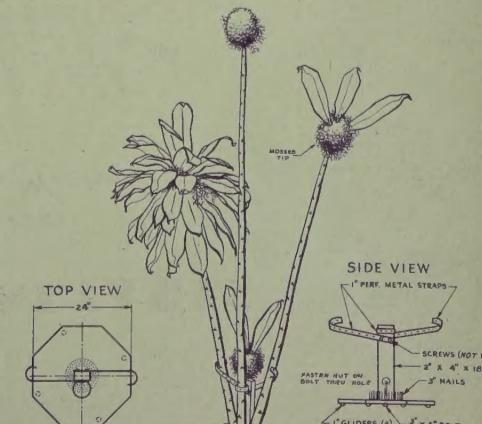
Ti Palm Trunks are available in heights ranging from 1/2 feet to 12 feet. A display base, complete with metal arms and steel pin frog ready for assembly will be supplied on request. We would be happy to help you fit Hawaiian Ti Palms into your decorative scheme. Just ask us how!



FULL LEAF



QUARTER LEAF



HALF LEAF

PRINCESS ALOHA FLOWERS

Spectacular and Breathtaking Beauty that Excites Wonder when used to Create a Pageant of Unusual Display and Unusual Corsages

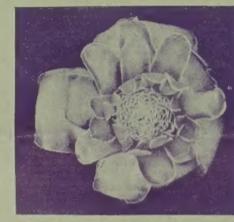
HELICONIA

One of the largest flowers known, and Hawaii's most unusual in shades of Red, Green, and Pink. Noted for long lasting beauty. When dry, remains near original color.



RED GINGER

The most stately of the Ginger family. Its rich red color is beautiful when featured for height effect in a floral arrangement.



ANTHURIUM

The "Jewel Flower" of Hawaii. Carven-lacquered, heart-shaped petals with the sheen of patent leather. Retain color and freshness longer than any other on earth. We are the world's largest growers of Anthurium. In the following colors: Dark Red, Bright Red, Dark Pink, Light Pink, Coral, Orange, and White.



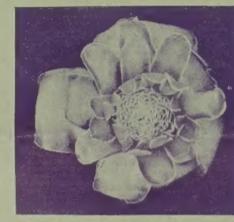
SHELL GINGER

Enhanced beauty accentuated by a graceful, natural curve. Pink-tipped blossoms. Where the effect desired is feminine, use Shell Ginger.



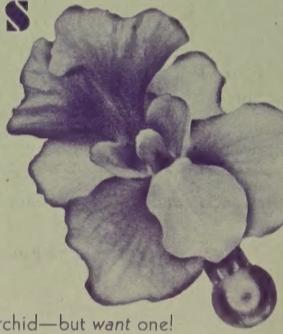
TORCH GINGER

Profound beauty that adheres to the original torches of ancient ages. Its size contributes greatly to its use as a focal point in arrangements.



BIRD OF PARADISE

Vivid, spear-like petals of blazing Orange. Streamlined pistil of Deep Water Blue. A flower as strikingly beautiful as its namesake.

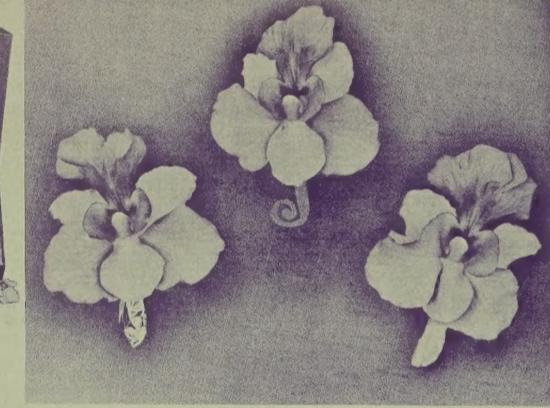


PRINCESS ALOHA ORCHIDS

Ethereal Charm Nurtured by the Lava Beds of Mauna Kea to Grace Lovely Women

Though delightfully dainty in size, Princess Aloha Vanda Orchids are fully mature, and second to none in beauty and durability. To bear our Princess Aloha title, every Orchid must meet strictest qualifications in color, freshness, and size. Truly, Princess Aloha Orchids are an invitation to Romance!

Princess Aloha Orchids have no equal for use in promotions, as gifts, or for resale. Surveys show nearly three-fourths of the women in the United States have never had an Orchid—but want one!

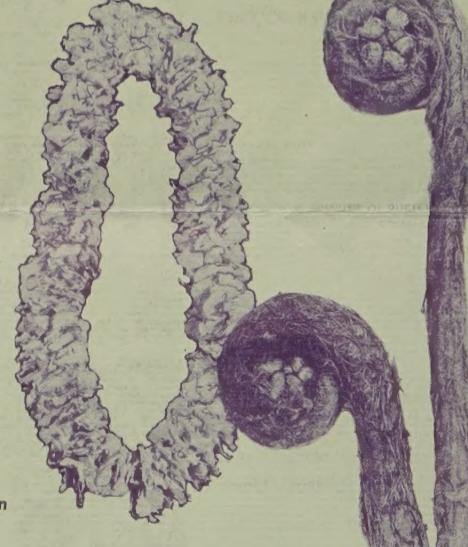


Furnished in many fashions—

Natural with cotton wrapped about stem;
Foil-Holder, with foil around stem;
Flora-dressed, with stems wired and taped;
and, In Lapel Vial of beautiful plastic in single, double and triple units.

(All above forms also available with ribbon bows added.)

TREE FERN CURLS
Fascinating fronds of Hawaii's giant tree ferns at birth. Fuzzy, hair-like finish lends tropical background to floral and foliage arrangements.



HAWAIIAN NOVELTIES

FLOWER LEIS

Flowers of Hawaii, Ltd. will ship you a dozen types of leis, depending on season. The daintiest, most wanted of all is our Mauna Loa Orchid Lei, with over 300 Orchids. Choice, woven in eleven fashions. Other brilliantly colored leis are made up with Plumeria, Carnation, and Ginger. None, however, have the lasting quality of Mauna Loa Orchid Leis.

TI LEAF SKIRT AND BRA

Expertly woven of fresh Green Satin Ti Leaves exactly as worn by native Hula dancers. Ideal for parties.

COCOANUT BIRDS

Life-like birds made with superb native workmanship. Suspended from a long coconut leash that permits bird to actually fly about in breeze.

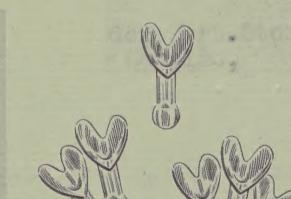
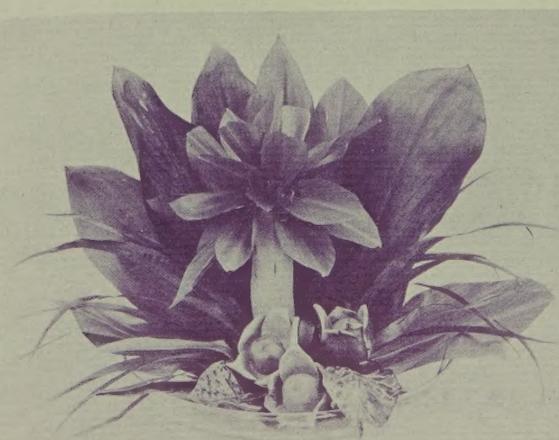
EVERLASTING ARRANGEMENTS

Constructed in Fernwood Planters, using Queen Kahola Woodroses combined with Stag Horn Fern, Black Grass, and Ginger Pods.

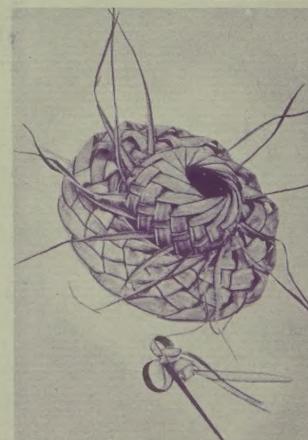
COCOANUT HATS

Hand woven of fresh coconut fibers in intriguing Hawaiian designs. Excellent for display or floral arrangements. Very light and wearable.

We Have an Excellent Book Showing how to Arrange Hawaiian Flowers and Foliages. Actual Photographs and Detailed Construction Data Make Arrangements Easy to Follow. The Book Lists at 2.00



PLASTIC LAPEL VIALS
Dainty heart-shaped vials in Single, Double, and Triple units for keeping corsages dewy-fresh longer. Stainless steel pins. First with multiple plastic vials on the market. A great labor saver for the rush periods.





KING KOKO FERNWOOD

*Indestructible Native Giant of the "Big Island" of Hawaii.
Born of Countless Centuries of Rich Lava Flow*



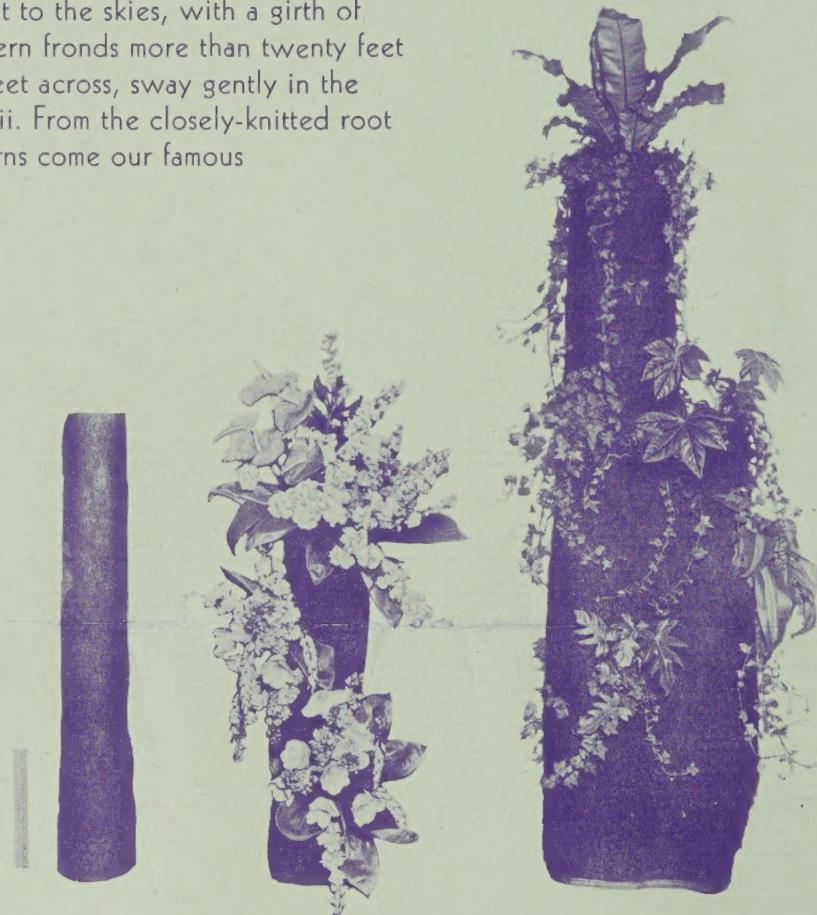
Out of the rich lava beds grows an incredibly giant fern reaching over forty feet to the skies, with a girth of fifteen feet. Graceful fern fronds more than twenty feet in length, nearly five feet across, sway gently in the Trade Winds of Hawaii. From the closely-knitted root fibres of these giant ferns come our famous King Koko Fernwood.

The beautiful, rich, natural brown-hue Fernwood blends harmoniously with any setting. Display men and Interior Decorators can achieve undreamed of wonders by judicious use of both the display trunks and the planter trunks.

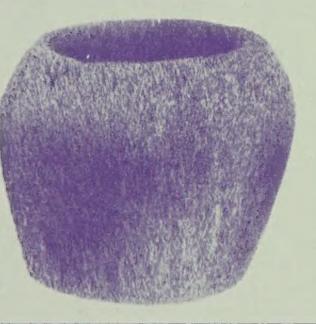
The display trunks are brushed and plasticized sprayed, with containers and base included, and are pictured in the middle of the illustration at the right with beautiful Hawaiian and California flowers and foliages. Because of their adaptability, many display men and florists use the trunks on a year round basis, merely changing the decor by the proper use of flowers and foliages to fit different settings.

Due to an ability to absorb and release moisture when required, plus natural qualities of priceless plant acid content which feed and nurture plant life, live plants thrive remarkably well in King Koko Fernwood. Plant roots actually grow into the fernwood substance. A planter trunk can be seen at the extreme right.

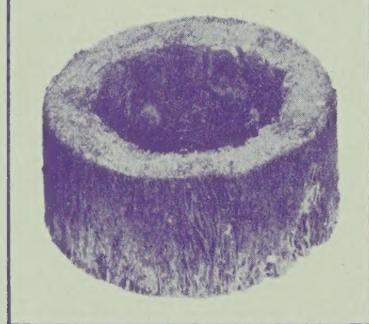
Our Sales Staff will be glad to furnish you with suggestions to meet your particular needs.



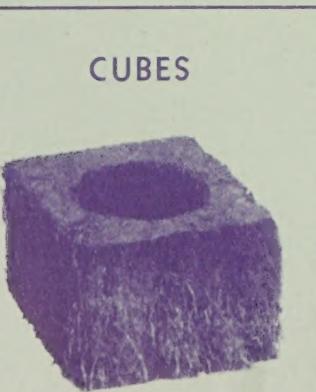
SHAPED



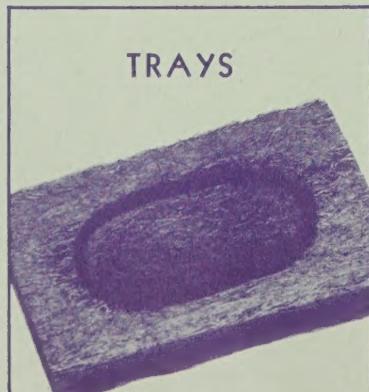
NATURAL



CUBES



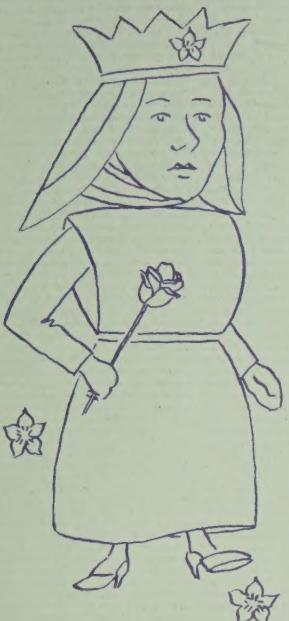
TRAYS



**A FERNWOOD PLANTER TO HARMONIZE
AND ENHANCE EXOTIC FLOWER AND
FOLIAGE ARRANGEMENTS**

Shaped Jardinieres are ideal for planting palms, tropical plants, and totem poles in lobbies, showrooms, and offices. Use Cube Planters for insuring thrifty plants. Trays are excellent for dish gardens, Ming Tree bases, etc. Natural Jardinieres are recommended for Azalias, and other plants where natural beauty must be emphasized. All excel in preventing excessive drying-out or over-watering problems.

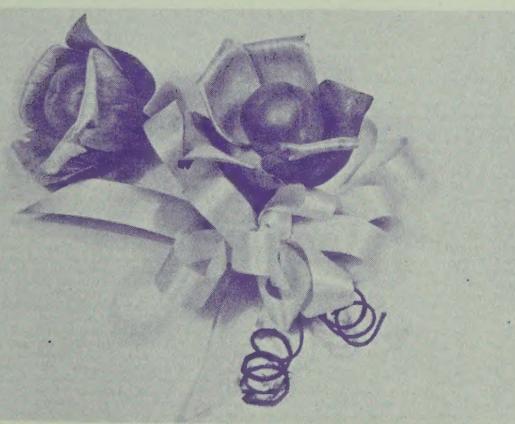
King Koko — Majestic Ruler of the Tropics



QUEEN KAHOLA WOODROSES

Dainty Beauty Captured in Everlasting Form—a Mystic Wonder from the Volcanic Areas of the Islands

Green in life, Queen Kahola Woodroses, upon reaching full bloom, dry hard and smooth, taking on a tawny, golden hue. They remain in a state of preserved, everlasting beauty. The rich, tawny-toned petals are perfectly formed, and look and feel like a fine wood carving, rubbed to an exquisite, satin-smooth finish.



Queen Kahola Woodroses are available for immediate delivery in three styles. You may have them *Plain*, *Wired* and *Taped*, or *Gift-boxed*. Woodroses may also be ordered in beautiful *Garlands*. Unusual arrangements may be quickly secured with Queen Kahola Woodroses, especially where it is necessary to maintain such arrangements over a prolonged period, such as at conventions, in lobbies, or store shelf-ledges and window displays. They may be tinted any desired color.

*Make up beautifully as a corsage or
as a lovely floral arrangement*

